



KNXV

## ORDER

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Flight Dates 10/08/12-10/15/12

Contract / Revision 313081 / **Carmona for Arizona**Order Sep 00:20:00Original Date / Revision 10/05/12 10/05/12 Agency Com 15%Estimate # 1875Billing ContactAlt Order #Advertiser **Carmona / Democrat / US Se**Billing Type Cash**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**Order Type GENERALAgency **GMMB Inc**Billing Cycle EOM/EOCBuying ContactBilling Calendar BROADCAST**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**Demographic A25-54Sales Office EWSDCRev Codes POL POL CANDSales Region NATProduct Codes PLAgency Ref 2Priority P-3Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 16% Market Value 446093

Competing Station	% of Order	Amount
CABLE	%	0
KASW	2%	8921
KDRX	%	0
KPHO	20%	89218
KPNX	23%	102601
KPPX	%	0
KSAZ	23%	102601
KTVK	15%	66914
KTVW	%	0
KUSK	%	0
KUTP	1%	4460
UNKWN	%	0

**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	107	\$60,668.75	\$71,375.00	0.00	10/01/12	10/15/12	107	\$60,668.75	\$71,375.00
<b>Totals</b>	<b>107</b>	<b>\$60,668.75</b>	<b>\$71,375.00</b>	<b>0.00</b>					

**Order Totals**

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
1	KNXV	10/09/12	10/12/12	M-F 5-6am M-F 5-6am	CM	5am-6am		-TWTF--	:30	4	\$75.00	P-6	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>										
		Week: 10/08/12	10/14/12	-TWTF--		4	\$75.00									
2	KNXV	10/15/12	10/15/12	M-F 5-6am M-F 5-6am	CM	5am-6am		M-----	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>										
		Week: 10/15/12	10/21/12	M-----		1	\$75.00									
3	KNXV	10/09/12	10/12/12		CM	6am-7am		-TWTF--	:30	4	\$150.00	P-6	0.00	NM	4	\$600.00



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# **KNXV-TV**

## **PHOENIX**

Contract / Revision **313081** Flight Dates **10/08/12-10/15/12**

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Original Date / Revision 10/05/13 / 10/05/13

## Hiatus Dates

Advertiser Carmona / Democrat / US S Product Carmona for Arizona

Order Sep 00:20:00



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Contract / Revision **313081** Flight Dates **10/08/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1875**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
15	KNXV	10/15/12	10/15/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	M-----	:30	1	\$100.00	P-6	0.00	NM		1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1				\$100.00		0.00				
16	KNXV	10/09/12	10/12/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	-TWTF--	:30	4	\$250.00	P-3	0.00	NM		4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4				\$250.00		0.00				
17	KNXV	10/15/12	10/15/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	M-----	:30	1	\$250.00	P-3	0.00	NM		1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1				\$250.00		0.00				
18	KNXV	10/09/12	10/12/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	-TWTF--	:30	4	\$225.00	P-6	0.00	NM		4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4				\$225.00		0.00				
19	KNXV	10/15/12	10/15/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M-----	:30	1	\$225.00	P-6	0.00	NM		1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1				\$225.00		0.00				
20	KNXV	10/09/12	10/12/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	-TWTF--	:30	4	\$200.00	P-6	0.00	NM		4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4				\$200.00		0.00				
21	KNXV	10/15/12	10/15/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M-----	:30	1	\$250.00	P-6	0.00	NM		1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1				\$250.00		0.00				
22	KNXV	10/09/12	10/12/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-TWTF--	:30	4	\$550.00	P-3	0.00	NM		4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4				\$550.00		0.00				
23	KNXV	10/15/12	10/15/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$550.00	P-3	0.00	NM		1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1				\$550.00		0.00				
24	KNXV	10/09/12	10/12/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-TWTF--	:30	4	\$550.00	P-3	0.00	NM		4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4				\$550.00		0.00				
25	KNXV	10/15/12	10/15/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$550.00	P-3	0.00	NM		1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1				\$550.00		0.00				
27	KNXV	10/14/12	10/14/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$200.00	P-6	0.00	NM		1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1				\$200.00		0.00				
28	KNXV	10/09/12	10/12/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-TWTF--	:30	4	\$500.00	P-6	0.00	NM		4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	M-F 630pm-7pm		1				\$500.00		0.00				



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Contract / Revision **313081** Flight Dates **10/08/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1875**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
28	KNXV	10/09/12	10/12/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-TWTF--	:30	4	\$500.00	P-6	0.00	NM	4	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4	\$500.00			0.00						
29	KNXV	10/15/12	10/15/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1	\$500.00			0.00						
30	KNXV	10/10/12	10/10/12	Wednesday Prime A Wednesday Prime A	CM	7pm-8pm	--W----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	--W----		1	\$5,000.00			0.00						
31	KNXV	10/10/12	10/10/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	--W----		1	\$2,000.00			0.00						
33	KNXV	10/12/12	10/12/12	Friday Prime A Friday Prime A	CM	7pm-8pm	-----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----F--		1	\$2,000.00			0.00						
34	KNXV	10/12/12	10/12/12	Friday Prime C Friday Prime C	CM	9pm-10pm	-----F--	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----F--		1	\$1,500.00			0.00						
35	KNXV	10/13/12	10/13/12	Nascar Nascar	CM	Various times	-----S-	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-		2	\$1,200.00			0.00						
E 36	KNXV	10/14/12	10/14/12	Sunday Prime C Sunday Prime C	CM	8pm-9pm	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$3,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1	\$4,000.00			0.00						
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type		
2	KNXV	10/08/12-10/14/12	Sunday Prime C			8pm-9pm				-----Su	:30	(\$4,000.00)	0.00	NM		
		See MG 36.3 [Na on entry 9/27]														
3	KNXV	10/08/12-10/08/12	Monday 7-9pm			7pm-9pm				M-----	:30	\$3,500.00	0.00	NM		
		MG for 36.2 10/14														
37	KNXV	10/14/12	10/14/12	Sunday Prime D Sunday Prime D	CM	9pm-10pm	-----S	:30	1	\$2,500.00	P-6	0.00	NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1	\$2,500.00			0.00						
38	KNXV	10/09/12	10/12/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-TWTF--	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4	\$850.00			0.00						
39	KNXV	10/15/12	10/15/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1	\$850.00			0.00						
40	KNXV	10/09/12	10/12/12		CM	1035p-1102p / 113-TWTF--								4	\$1,800.00	



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Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:20:00Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**Estimate # **1875**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				Nightline												
				Nightline												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4				\$450.00		0.00				
41	KNXV	10/15/12	10/15/12	Nightline	CM	1035p-1102p	/ 113M-----	:30	1	\$450.00	P-3	0.00	NM		1	\$450.00
				Nightline												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1				\$450.00		0.00				
42	KNXV	10/13/12	10/13/12	SA 10-1035pm	CM	10pm-1035pm									1	\$450.00
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-		1				\$450.00		0.00				
43	KNXV	10/14/12	10/14/12	SU 10-1035pm	CM	10pm-1035pm									1	\$850.00
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1				\$850.00		0.00				
44	KNXV	10/09/12	10/12/12	M-F 1206am-110am	CM	1206am-106am									4	\$200.00
				Katie - Repeat												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4				\$50.00		0.00				
46	KNXV	10/09/12	10/12/12	Jimmy Kimmel Live	CM	1102p-1206a	/ 103-----TWTF--	:30	4	\$200.00	P-3	0.00	NM		4	\$800.00
				Jimmy Kimmel												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		4				\$200.00		0.00				
47	KNXV	10/15/12	10/15/12	Jimmy Kimmel Live	CM	1102p-1206a	/ 103M-----	:30	1	\$200.00	P-3	0.00	NM		1	\$200.00
				Jimmy Kimmel												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----		1				\$200.00		0.00				
48	KNXV	10/14/12	10/14/12	SU 1035pm-1105pm	CM	1035pm-1105pm									1	\$100.00
				ABC15 Sports Sunday												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1				\$100.00		0.00				
49	KNXV	10/09/12	10/09/12	Tuesday Prime C	CM	9pm-10pm									1	\$3,000.00
				Tuesday Prime C												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-T-----		1				\$3,000.00		0.00				
50	KNXV	10/10/12	10/10/12	Wednesday Prime B	CM	8pm-9pm									1	\$9,000.00
				Wednesday Prime B												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	--W----		1				\$9,000.00		0.00				
51	KNXV	10/11/12	10/11/12	Thursday Prime C	CM	9pm-10pm									1	\$2,000.00
				Thursday Prime C												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	---T---		1				\$2,000.00		0.00				
52	KNXV	10/12/12	10/12/12	Friday Prime B	CM	8pm-9pm									1	\$3,500.00
				Friday Prime B												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	----F--		1				\$3,500.00		0.00				
53	KNXV	10/14/12	10/14/12	Sunday Prime B	CM	7pm-8pm									1	\$7,500.00
				Sunday Prime B												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1				\$7,500.00		0.00				



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Hiatus Dates

Original Date / Revision 10/05/12 / 10/05/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1875**

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
																Spots	Amount	
53	KNXV	10/14/12	10/14/12	Sunday	Prime B	CM	7pm-8pm		-----S	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00	
				Sunday	Prime B													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S			1	\$7,500.00				0.00						
54	KNXV	10/15/12	10/15/12	M-F	1206am-110am	CM	1206am-106am		M-----	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00	
				Katie - Repeat														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M-----			1	\$50.00				0.00						
N55	KNXV	10/09/12	10/12/12	M-F	9am-10am	CM	9am-10am		-TWTF--	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00	
				Sonoran Living														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--			1	\$50.00				0.00						

\*Tax 1 Note: Tax 0.5%.

Totals 107 \$71,375.00